



RE-AIM: Farmers' Markets

This planning and evaluation guide illustrates the five dimensions of the RE-AIM framework: **R**each, **E**ffectiveness, **A**doption, **I**mplementation, and **M**aintenance that will be used for LHD's Policy, Systems and Environment change evaluation and reporting. The RE-AIM framework is useful for planning new interventions, adapting existing interventions, and designing evaluations that assess the potential public health impact of interventions.

Reach: Number of people in the target population affected. The extent to which the individuals reached are representative and include those most at risk.

Coverage:

- Number of SNAP-Ed eligible persons (incomes < 185% Federal Poverty Level (FPL)) in the county*

Estimated actual reach:

- Number of persons shopping at farmers' markets in SNAP-Ed eligible settings *
- Number of SNAP-Ed eligible persons (<185% FPL) shopping at farmers' markets in SNAP-Ed eligible settings * (WRO – MT4)
- Demographic characteristics of persons shopping at farmers' markets

Effectiveness: Measurement of environmental level changes that have been shown to improve individual's nutrition and physical activity.

- Local sales of fruits and vegetables reported by participating farmers; report % increase yearly* (WRO – LT15b)
- Annual EBT/WIC redemptions for all farmers' markets that accept Electronic Benefits Transfer (EBT) * (WRO- LT15a)

Adoption: The number of settings and partners participating in PSE change. The appropriateness of the settings (and partners) for reaching/engaging the target population.

- Number and list of the following who are actively involved in creating farmers' market and/or establishing acceptance of EBT and/or partnering for bonus incentives
 - individual community members/local champions (youth, parents/caregivers, community members, staff/service providers, leadership/decision makers, local celebrities) *[Record total number involved and number from SNAP-Ed population for each]* * (WRO - ST5)
 - organizational task forces *[Record number and type of member organizations]* * (WRO - ST6)
 - other partners not included above *[Record number and type]* *
- Number of farmers' markets established * (WRO – MT9a, if applicable)
- Number of farmers' markets that accept SNAP EBT in low-income communities * (WRO – MT9b, if applicable)
- Number of farmers' markets with public-private partnerships that provide bonus incentive programs for SNAP EBT (Dollar value of bonus incentives per individual/household per month * (WRO – MT9c, if applicable)

Implementation: Evidence of multi-component PSE interventions that are implemented as intended (all key components are in place and of high quality).

- Number of SNAP-Ed settings with a multi-component initiative with one or more farmers' market changes and
 - Evidence-based education *[describe]*
 - Marketing (including promotion, awareness efforts, etc.) *[describe]*
 - Parent/community involvement *[describe]*
 - Staff training on continuous program and policy implementation *[describe and report number trained]*
- * (WRO – LT9)
- Number of farmers participating in farmers' markets each week*
- Quality, price, and variety of fruits and vegetables sold at farmers market*
- Extent to which customer service at farmers' market is culturally and linguistically competent

Maintenance: PSE change is maintained with a sustainability plan and institutional/community support. New barriers are prevented or mitigated.

- Number of farmers' markets; number where EBT is accepted; number with bonus incentive programs * (report yearly on those applicable)
- Institutional or community (non-SNAP-Ed) resources invested in establishment of farmers' market, EBT acceptance, incentive program (staff, cash, in-kind support) *[calculate percent change for each where applicable]* * (WRO – I3)
- SNAP-Ed resources invested in establishment of farmers' market, EBT acceptance, incentive program (staff, cash, in-kind support) * *[calculate percent change for each where applicable]*

- Number of farmers' markets with a plan for sustaining, evaluating, and improving market, EBT acceptance, and/or incentive program. * (WRO – I4, report on those applicable)
- Number and types of barriers/challenges prevented or mitigated through program implementation * (WRO - I5)

* These are required, core PSE indicators that should be incorporated into final evaluation plan (if applicable to specific PSE).

WRO indicators are from the USDA Western Region SNAP-Ed Nutrition, Physical Activity, and Obesity Prevention Outcomes Evaluation Framework, April 2014

<http://snap.nal.usda.gov/snap/WesternRegionEvaluationFramework.pdf>

ST represents short-term indicators, MT represents medium-term indicators, LT represents long-term indicators, I represents impact indicators (see framework for specifics for each indicator). These indicators will be compiled at the state level and reported to USDA Western Region.